

Media Information

09 July 2026

MINI India accelerates into H1 2026 with an exceptional +70% growth.

504 MINI cars delivered to customers between January and June 2026.

MINI Countryman leads customer choice, followed by the Convertible and Hatch.

New MINI Countryman C, launched in mid-June, is drawing strong customer interest.

Fresh products, deeper brand experiences and a growing retail footprint power momentum.

Gurugram. MINI India has delivered a standout first half of 2026, powered by an exciting product line-up, stronger brand engagement and a focused retail network expansion plan. Between January and June 2026, MINI delivered **504 cars** to customers, registering **+70% growth year-on-year**. The performance reinforces MINI's distinctive appeal among customers who value expressive design, go-kart-like driving fun and a premium urban lifestyle with unmistakable character.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "MINI India has had a remarkable start to 2026, growing by +70% in the first half of the year. This momentum reflects the strong connection customers have with MINI's unmistakable design, spirited performance and vibrant lifestyle appeal. The success of our special editions and the continued popularity of the MINI Countryman show how strongly MINI's unique character is resonating in India. As we look ahead, the locally produced MINI Countryman C will play a defining role in the next phase of MINI's journey in India. It brings the brand closer to more customers, makes MINI ownership even more accessible and will be instrumental in strategically catapulting MINI's growth in the country. With an expanded product offering, richer brand experiences and a stronger retail footprint, MINI is well-positioned to build on this momentum."

MINI Product Offensive

MINI's product strategy continued to spark excitement through a series of distinctive special editions in 2026. The MINI Cooper S Victory Edition and MINI Convertible JCW

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Pack were completely sold out, highlighting strong customer enthusiasm for exclusive offerings that bring together individuality, performance and MINI's high-character appeal.

Retail Network Expansion

A focused retail network expansion plan is strengthening MINI's growth journey in India by bringing the brand closer to customers in high-potential markets. With Retail.NEXT, MINI is creating future-forward retail spaces designed to make every interaction more immersive, innovative and personal. Today, MINI has 18 sales touchpoints across 17 cities. In 2026, MINI network expansion across new markets includes Jaipur, Jodhpur, Ranchi, Guwahati, Surat, Vijayawada and Lucknow, while deepening its presence in key cities such as Mumbai, Pune and Gurugram. This wider and more experience-led footprint will help MINI engage more customers, strengthen brand visibility and support the next phase of growth

Brand Connect and Experience

MINI continued to strengthen its connection with customers and fans through engaging experiential platforms. Signature engagements such as MINI Go-Kart Days saw strong participation, reinforcing the brand's emotional pull and the enduring appeal of MINI's fun-to-drive spirit.

If you have any queries, please contact:

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